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Quick Exchange, April 9, 1999

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QUICK Exchange

FOR AND ABOUT THE PEOPLE OF BRYANT COLLEGE

Accounting Information Systems major announced

In response to current market demands, Bryant will offer an Accounting Information Systems (AIS) concentration beginning in the fall of 1999. The program focuses on opportunities that span the accounting and information systems fields.

As more companies expand and reengineer their accounting systems, there is a need to incorporate other information systems, such as marketing and finance, to make decisions in business. The AIS concentration provides students with education and training to use information technology as an enabler to integrate financial and non-financial data into an enterprise-wide information system.

The AIS professional offers business solutions that integrate accounting and information systems. He or she follows a consultant-track career and does not require a CPA license.

This program was created by faculty in the accounting and computer information systems departments in support of the college's mission. For more information, call Professor Saeed Roohani, chair of the accounting department, at 232-6168; or Professor Wallace Wood, chair of the computer information systems department, at 232-6247.

Center for Design & Business holds conference May 6

Today's consumers are increasingly aware that design contributes not only to aesthetics but also to function in making our busy lives easier and fuller. Consequently, more businesses are recognizing just how much design impacts their sales. The Center for Design & Business's conference, Success by Design, looks to demonstrate the benefits that businesses reap by incorporating design. From the inception of an innovative concept, through product development, to consumer marketing and beyond, each conference speaker will show how to be successful...by design.

Call 454-6108 to register. The fee is \$95, with a special discounted fee of \$35 for Bryant students. This includes luncheon with keynote speaker, Sam Farber, founder of OXO International, producer of ergonomically superior kitchen and garden tools. Learn how OXO generated \$3 million in sales during its first year of business in 1991, increasing sales by 50 percent every year since.

Participants will leave with:

- Invaluable advice and insight from industry giants
- The latest on virtual business from a Harvard pacesetter
- Brand development and marketing strategies for the Internet
- Brand identities for product, retail, and environmental businesses
- Business models for entrepreneurs and inventors
- Examples of redesigned concepts to meet consumer needs
- Contacts, and networking opportunities

Center for Design & Business Conference (Cont'd.)

The Center for Design & Business is a partnership between Bryant College and Rhode Island School of Design. It was created in 1977 to bring together the arts, design, and business communities to promote economic development both within and outside southeastern New England.